

Quote

THE WEEKLY DIGEST

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Number 1

WITHIN THE WEEK

Comes now the season when leaders of the majority parties claim everything in sight that is not obviously latched and labelled. This yr, the Elephant will trumpet, the Donkey bray more vociferously than is their custom, because there is, in both camps, a good deal more than the usual degree of apprehension and pessimism.

No one politically wise has any very firm convictions concerning the outcome of Fall elections. To be sure the Republican goal does not seem too formidable—a gain of 26 seats in the House, 10 in the Senate, will turn the tide. There have been much greater shifts than that in yrs gone by.

But the Republican albatross is the same burdensome bird that weighed heavily in their councils, and in their hearts these 16 long yrs: the Big City concentrations. It is these industrial areas, chiefly, that have given the Democrats their victories since '30. And it is here, generally speaking, that the '46 election outcome will be determined.

Nor are the Democrats jubilant. They are frankly concerned about "the labor vote." Labor solidarity at the polls is, of course, an indestructible myth. No leader has been able to deliver anything approaching a solid vote. The individual clings to, and exercises his franchise as a shred and symbol of liberty. He has commonly

voted with his leaders. But it has been a matter of conviction rather than instruction.

This yr—well, the Democrats don't know. The labor leaders—excluding, perhaps, JOHN L. LEWIS, who has been unable in previous elections to swing his miners politically—will be in the Democratic camp, for the reason that they have nowhere else to go. But there is deep dissatisfaction in the ranks. And no FDR in the White House. One thing seems fairly certain: Those in upper labor brackets will *try* sincerely to maintain discipline, reduce strikes until after election. They may not be able to do this, but they know that another labor "crisis" before election would doom Democratic candidates.

But even more than the turn of labor, Democrats fear an angry and aroused populace. The people are plenty sore, and there is always the danger that they may reflect their displeasure in the only direct way open to them: voting against all candidates who purpose to ride the Donkey to victory.

PRICES: With controls off, there may be a sharp, sudden rise in some commodities; not uncontrolled inflation. Regardless of OPA, with costs advancing, prices were bound to stabilize at a permanently higher level.



SHIFTING SANDS

Profit-sharing plans have not proved the labor panacea that management had hoped. Nat'l Industrial Conference Board, checking on 161 major plans, discovered that only 40% are still operative. During reconversion period, many corporations have made slim profits and labor hasn't been willing to share management's long view of situation. . . Long-delayed price adjustment designed to channel more milk into butter won't help much. There's inadequate supply of raw milk. Dairy herds can't be built up quickly, and there's little inducement considering feed costs in relation to present prices of dairy products. Our opinion: butter and hen's teeth will be found in few shops this fall and winter. . . Reflecting current food situation, new spring lock has been patented to prevent "unwarranted opening of refrigerators." . . . According to latest Opinion Research poll, only 37% now think Japs hopelessly aggressive; compared with 62% yr ago.



FOR THOSE WHO WILL NOT BE MENTALLY MAROONED

Quote

"HE WHO NEVER QUOTES, IS NEVER QUOTED"

Charles Haddon Spurgeon

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"It is time we stopped indulging in the sacrifices of veterans—and worked harder instead to fulfill their wants."—Gen'l OMAR N BRADLEY, Veterans' Administrator. 1-Q

"The decline and fall of our athletic prowess has been going on so long that I find myself thinking up excuses for our probable defeat even before the event has started."—PETER WILSON, popular British sports writer. 2-Q

"I say the aim of my foreign policy is that I can go to Victoria Station, take a ticket and go anywhere the hell I like without a passport or visa."—ERNEST BEVIN, British Foreign Sec'y. 3-Q

"I wasn't worried for a minute."—Passenger who stepped from pilotless plane at Wilmington (O) airfield and spit out stem of his pipe which he had bitten off. 4-Q

"Normally, a man should live to the age of 150 yrs. . . if he starts to use my serum when his connective tissues begin to deteriorate and takes reasonable care of himself otherwise."—ALEXANDER ALEXANDROVICH BOGOMOILETS, defending anti-recticular cytotoxic serum against criticisms of U S, British scientists. (But there's a press story that BOGOMOILETS can't take his own serum; his heart's too weak.) 5-Q

"Of 2,000 leading artists in U S, fewer than 100 are able to make a living just from painting."—THEODORE HUSSA, who is a nationally-recognized artist. 6-Q

"They'll probably look more like balloons than fowl."—D D SLADE, sec'y-treas, Internat'l Baby Chick ass'n, announcing \$5,000 offer for producer of chicken with 10% more meat than present breeds. 7-Q

"What we need is more ownership interest in railroads. . . Henry Ford would have turned a deaf ear to some banker who tried to tell him how to run his business."—ROSE T YOUNG, chairman, Chesapeake & Ohio Ry, declaring against "lopsided banker control." 8-Q

"Once a magazine salesman climbed all the way to the top of

"MAY WE

Quote

YOU ON THAT?"

the tower to try to sell me a subscription."—Mrs MERLE LUCILLE McDANIEL, Errata, Miss, fire watcher for Forestry Dep't, describing 120 ft watch tower, 273 steps to top. "And," she concluded, "I already took that magazine." 9-Q

"Keep away from be-bop music and jive. That's not what the doctor orders."—Dr T R SARBIN, Los Angeles authority on musical therapy for mentally unbalanced. 10-Q

"The establishment of internat'l controls (over atomic power) is politically more difficult now than it would have been 6 mo's ago. We cannot afford to delay . . . until we see atomic bombs in the hands of some hostile power."—Dr FRANK OPPENHEIMER, nuclear physicist active in A-bomb research, favoring establishment of 'world-powerful atomic development authority. 11-Q

"From now on I'm just going to sell it."—Bristol, Tenn, bootlegger, avowing thru local chapter of Alcoholics Anonymous that he is thru drinking the stuff. 12-Q

"The Russians will get the same facilities for inspection of our zone as they give us."—Gen'l Sir BRIAN ROBERTSON, deputy gov British zone in Germany, excluding Russians from blanket invitation to pressmen of world to inspect Britain's progress in de-nazifying its zone. ("We don't consider facilities the Russians now extend in strictly-conducted tours allow freedom of movement or observation.") 13-Q

"The traditional concept that obese people are jovial souls who simply enjoy food, is wrong. Many have a passion for food as deep as the chronic alcoholic's craving for drink."—Dr LOUIS PELNER, Brooklyn,

N Y, declaring in *American Wkly* that overweight is often result of psychological maladjustment. 14-Q

"Three tons of plutonium will carry a 100-ton projectile to Mars."—ALBERT DUROCCQ, 24-yr-old Paris researcher, announcing invention of nuclear motor. 15-Q

"This step is not in any sense a gamble, it is the only hope of humanity."—W A HIGGINBOTHAM, chairman, Federation of American Scientists, lauding U S proposal for world control of atomic energy. 16-Q

"Mama, give me a stew kettle. I've struck a gold mine."—8-yr-old DIXON LOWTHER, when he and a companion, trying to bury a forbidden supply of fireworks, discovered a keg of nickels, dimes, quarters and half dollars. Money was part of loot taken in a Texas bank robbery in '45. 17-Q

"Most women do not have well-placed voices. They are shrill or so dissonant they get on people's nerves."—NANETTE GUILFORD, one-time opera star, revealing plans for new profession—teaching vocal charm to women. 18-Q

"And if you don't know what that means, you are just not up on your persuasive measures."—Sen THEODORE BILBO, calling on every "red-blooded Anglo-Saxon man in Miss to resort to any means to keep hundreds of Negroes from the polls in the July 2 primary." 19-Q

"If any creatures must be used, why not utilize human beings who would volunteer for it?"—DOROTHY VIOLET DINSDALE, 49-yr-old British spinster, volunteering to replace an animal in forthcoming Bikini experiment. 20-Q

"We have under our very eyes the spectacle of a world dragged by dizzying currents of proud, sensual materialism, and at the same time full of magnificent resources and open to the most sublime appeals of the ideal."—Pope PIUS XII, addressing 150 representatives of a French scholastic institute. 21-Q

"The idea of shipboard colleges doesn't appeal to some landlubbers

but it may be one answer to our problem."—Marine Gen'l GRAVES B ESKINE, studying proposals for turning big army and navy installations—and even ships—into college campuses. 22-Q

"Be Alive On The Fifth."—Slogan of the Nat'l Safety Council, in nation-wide campaign to prevent huge holiday accident toll. 23-Q

"We know today that mental ability and technical skill have nothing to do with race, creed or color. Tell that to your patients, to your medical societies, to your colleges, to your univ clubs."—Dr JAMES M YARD, midwest director of the Nat'l Conference of Christians and Jews. Addressing graduates of the Chicago Medical School, he declared that racial quotas for colleges "belong to the days of witchburning and bleeding by leeches." 24-Q

"If we want prices down, there is only one way to get them down. Refuse to buy until they come down."—JOHN GREEN, pres, Industrial Union of Marine and Shipbldg Workers (CIO), proposing nationwide buyers' strike if congress cripples effective price control. 25-Q

"This explodes reports that the farmlands where the atomic bomb fell would be unproductive due to radioactivity."—Army health experts, War Dep't, reporting farmers are successfully growing rice, wheat in farmlands of Nagasaki and Hiroshima areas destroyed by the A-bomb. 26-Q

"I think you would be pretty smart not to buy this coming year. For two reasons: We would be competing in a small way with the country, and secondly, we would pay top price and get half quality."—Sen MILLARD E TYDINGS, of Md, giving advice to Senate Office Bldg custodian at an appropriations hearing. 27-Q

"We have eliminated poppy growing as a major agricultural occupation."—Col CRAWFORD F SAMS, of Gen'l DOUGLAS MACARTHUR's staff, reporting American occupation forces in Japan have cut off 90% of world's prewar illicit drug trade at its source. "When we took over, there were 100,000 Korean farmers growing poppies for opium and 300,

000 Japanese poppy farms. Now there are none." 28-Q

"The VFW wants veterans to have a chance at real jobs and not just the lowest tasks which nobody else wants."—LOUIS B STARR, nat'l senior vice-comdr Veterans of Foreign Wars, calling on "housewives to return to their kitchens and oldsters to retire, particularly from civil service jobs," and make jobs available for war veterans. 29-Q

"In the old days they generally gave me a dollar or two and the most anyone ever gave me was \$5. Nowadays they even smile when they hand me \$10!"—A L OWEN, veteran Thermopolis, Wyo, justice of the peace, giving report on marital economics. 30-Q

"Both the La Salle Hotel, Chicago, and the Canfield Hotel, Dubuque (Ia) fires admittedly started in or near cocktail lounges where liquor, which is inflammable, was kept in large quantities."—Mrs D LEIGH COLVIN, pres, Nat'l Woman's Christian Temperance Union, proposing that bars, liquor storage be banned as fire hazards in hotels, rooming houses. 31-Q

"Send me. What do they want me to send them?"—DEAN STOCKWELL, 10, film juvenile, querying mother about several fan notes from bobbysoxers that started all with: "You send me, Dean." 32-Q

"I do not believe we will have 'one world' soon—probably not for a quarter of a century, at least. Instead, I think we will have two worlds upon which later we can build 'one world' that will endure."—EDUARD C LINDEMAN, professor of philosophy, N Y School of Social Work, Society of Friends. 33-Q

"Old furniture we buy—Antiques we sell."—Store sign, Santa Monica, Calif. 34-Q

"The politicians with the biggest soup kitchens will win."—Ex-German, prisoner of war. 35-Q

"I made careful inquiries into this before I signed it, and I'm relieved to learn that it refers only to apprentices."—WINSTON CHURCHILL, who revealed that he hesitated before accepting the freedom of the Society of Merchant Venturers—because freedom certificate con-

tained clause forbidding the frequenting of taverns, and the playing of dice. 36-Q

"No nation or group can insulate its thinking against the ever-muttering thunderheads of world affairs."—ERIC JOHNSTON, Director, Motion Picture Ass'n. 37-Q

"It's very simple. Just take a piece of red flannel, float it across the top of the water and bat the turtles on the head when they come up to snap at it."—Mayor PECK, of Greenwich, ans'g query of NANCY BRUFF, author of *The Manatee*, on how to deal with snapping turtles in her lake. 38-Q

"The U S would be an even greater country than it is if more than just 35% of the population went to church and said prayers."—Rt Rev Msgr Edw J FLANAGAN, Director of Boys Town. 39-Q

"Women get along with other women much better than men. What's more, men are not only more vain than women, they are often more petty."—JANE WYMAN, film actress. 40-Q

"I just want to find out if I can still learn."—Mrs F H ARTS, 70, Carroll, Ia, explaining enrollment for Ia State Teachers college courses in gen'l science, geography, art. 41-Q



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MINING THE MAGAZINES

American History: 1960

ELIZABETH M STIRTON

CLASS ASSIGNMENTS

I On an outline map of the U S:

- Color red the location of cities destroyed by the atomic bomb.
- Outline other devastated areas in black.
- Color light green the areas escaping destruction. . .

II Construct graphs showing the decline in population:

- According to Einstein's estimate in 1945.
- Actual losses in 1953. . .

III Draw up a chart listing theories advanced by those who think:

- Russia started the war.
- Great Britain was to blame.
- The responsibility lay with the U S A.
- Other reasons.

IV Sketch illustrations and tell what each of the following did:

- Automobile.
- Movies.
- Refrigerator (ice box) . . .

(Actual parts of these articles may be seen in Museum Cave No 4.)

V List the names of those who:

- Wanted to put atomic energy to constructive purposes.
- Use it for war.

VI Lesson for Tuesday: Read Stone Tablet No 3, Col 1.

Notice to all students:

Please keep chisels sharp! Legibility is difficult when you try to write with dull chisels.

Cut stone sharply, and leave a comfortable margin on the left side.—*Free World*, 6-46.

ACCURACY—1

Yrs ago, Raymond Rubicam, the adv man, was soliciting the Metropolitan Life Ins acct. A highlight of his presentation was his co's research dep't, featuring Dr Geo Gallup.

"Gentlemen," said Mr Rubicam impressively, "Dr Gallup missed predicting the last presidential election result by only 2%! And *that's* the man who'll be supervising your research surveys for you."

This superlative was met by strained silence. Finally, the chairman of the board spoke. "Mr Rubicam," he said, "if one of our actuaries missed by 2% he'd be fired!" —*MIKE GOLDBAR, Printers' Ink.*

AMATEUR—Professional—2

Quite recently the warden of a large Eastern penitentiary sent an SOS to a firm of safe mfrs because his safe had jammed. An expert went up and looked the situation over. He noticed that several holes had been drilled around the combination lock. Calling for an ordinary coathanger, he inserted the hook thru one of the holes, realigned the tumblers and opened the safe with ease.

"Who made those holes?" he asked the warden curiously. The warden grinned. "We have several of the boys up here with us," he explained, "professionals, so to speak. I let them have a go at it, but they weren't so good. I guess that's why they're up here." —*ELLEN STRUHS, "How Safe Is a Safe?" N Y Times Magazine*, 6-16-46.

CONCENTRATION—Lack—3

Ollie James, once Sen from Ky... said that he owed his success in politics to the close study he made of his old Dominicker rooster. "He could outshuffe any rooster in the Blue Grass country. He could fly higher and cut deeper than any fighting cock I ever see. Only he couldn't keep his mind on his business."

"Right in the middle of a fight," said Sen James sadly, "he'd stop to crow." —*Nation's Business*.

CONFIDENCE—4

If you are not afraid to face the music, you may get to lead the band some day.—*Construction Digest*.

CO-OPERATION—5

I remember hearing of a little church in Switzerland which had

no lighting equipment; so when the villagers wanted to have a service after dark, each took his own light. It was a pretty sight when they all got together, and when there was a large congregation the lights were very bright.—*GWENDALEN A MITCHELL, Christian Science Sentinel*.

DRINK—Drinking—6

The old-fashioned girl who stepped out fit as a fiddle, now has a daughter who comes home tight as a drum.—*Future*.

EDUCATION—7

The aim of education is not to impart as many isolated facts as possible. Nor is it merely to fit the pupil for a gainful occupation. The purpose of education should be to qualify the young for leading the best, the fullest and most useful life possible. Surely, no religious person can possibly dissociate religion from that kind of life. Not only is religion essential to it, religion is its essence.—*R B KUIPER, "Our Public School System is Falacious," Nation's Schools*, 6-46.

FREE ENTERPRISE—8

The function of free enterprise is to provide a means for mankind to rise so far above the level of mere brute existence that the procuring of the bare necessities of life is no longer the dominant motivation of human behavior. Human labor is without dignity so long as it is forced to toll unnecessarily to fill a hungry belly. There is dignity to human labor only when it tolls to feed the hunger of the human soul. Where no bread can be spared for the sparrows, there is no civilization. —*RAY MILLHOLLAND, Pay Day*. (Morrow)

GRAFT—9

Emperor Frederick the Great often had a difficult time balancing his country's budget. On one occasion, he gave a dinner, inviting persons of note to discuss the situation. He explained his dilemma and asked how it came about that altho the taxes were high, not enough money reached the desired sources.

At last an old gen'l arose, fished a large lump of ice from the punch bowl, and handing it to his neighbor, suggested it be passed around the table until it reached the emperor.

This was done, and by the time it got to Frederick it was about the

Quote

size of a small walnut. The gen'l sat down. The lesson was obvious.—*Capper's Wkly.*

They DO say . . .

Inside betting in publishing circles is that RALPH INGERSOLL's current promotion will fizzle. (He seeks 100,000 'new readers from present PM subscribers.) All such measures of desperation in past have failed. . . Kiplinger, the Washington news-letter man, is readying a monthly mag for fall. Short articles with economic turn. No reprints. No advertising. . . Hollywood rumor: A Rainbow production, filmed on Paramount lot, with LEO McCAREY directing, will star BOB HOPE, BING CROSBY and FRANK SINATRA! . . . New Yorker reports Navy has accredited correspondent from *Charm* to attend Operation Crossroads, Bikini. . . Housing-harassed San Franciscans now chant, "Be it ever so humble, there's no place. . ."

HAPPINESS—10

Happiness is not a station you arrive at, but a manner of traveling.—MARGARET LEE RUNBECK, *Today's Woman*.

HOUSING—Cost—11

Recent survey made by the Nat'l Housing Agency in 84 cities of 100,000 or more population and 250 smaller cities showed that real estate prices have increased from 16 to 18% since V-J Day alone, and now range from 25 to well over 100% above 1940 prices.—WILSON W WYATT, "Veterans' Housing—Challenge and Opportunity," *State Gov't*, 5-46.

IMAGINATION—12

It was put to me delicately by a hairdresser in our mkt town. "Oh, modom, do not say that your hair is gray," she said. "Call it moon-beam-colored."—REBECCA WEST, "From England," *Harper's*, 6-46.

INGENUITY—13

(The farmer) was troubled every yr by city picnickers who helped themselves to so many of his hazelnuts that he never had a decent crop left for himself. But when his son came home from agricultural college, they put up the following sign: "Rattlesnakes are never found here but the *Corylus Avellana* abound generally. Tres-

passers enter here at their own risk." That season the farmer had all his hazelnuts for himself. And his son, who had studied botany, enjoyed a laugh at the picnickers who didn't know that *Corylus Avellana* is the Latin term for "hazelnut."—JOS SPURGEON, "Vitamin GW (Goodwill) in Selling," *Nat'l Canvas Goods Mfrs Review*, 6-46.

LABOR—Rewards—14

Before the war the average unskilled American worker in 6 mo's could earn enough money to buy an automobile. A skilled worker had to labor 2½ yrs in England, 5½ yrs in France or Germany, and 15 yrs in Russia, to buy an automobile.

There is more mechanical refrigeration on an average in an American city of 30,000 than in all of England, France, Moscow and Berlin put together.—Rep WM S HILL, of Colo, suggesting disciples of foreign "isms" should have their heads examined.

LUCK—15

Columnist Frank Graham broke the tension around Billy Conn's camp. He told of the horse-player who was giving his bookie a steady beating.

The bookie finally collared the fellow and said:

"Hey, you're pretty good. Where you gettin' the information?"

The bettor said, "Aw, I'm just lucky. You know how I bet? Just stick a pin through the program, that's all."

"Yah, I know," said the bookie. "I suppose that accounts for those four-horse parlays you keep putting over."

The lucky fellow shook his head. "Oh, no," he said. "For the four-horse parlays I use a fork."—JOHN BENTLEY, *Omaha World-Herald*.

ORIGIN—"Wool over Eyes"—16

The phrase "to pull the wool over one's eyes" has been traced back to the English courts, the judges of which wore wigs. Literally, if a wig was lowered over the eyes, the judge could not see the situation clearly!—*Southern Christian Advocate*.

OSTENTATION—17

Whenever a person assumes great airs he is a put on, makes a monkey of himself. Plainspoken Uncle Parse always said that the higher the monkey climbs, the more he shows his tail.—ISABEL FRANCE, *Arkansas Gazette*.



CONFIDENTIALLY
THRU A
MEGAPHONE

The cash is beginning to run a little low. This is neither a strange phenomenon, nor a condition to cause any great alarm. It is a perfectly natural aftermath of the wartime period when workers earned fantastic sums, and found nothing of enduring worth for which to trade their dollars.

Now that production is gradually creeping up, people are spending more, saving less. At the national level, this is not a disturbing situation. Actually, if savings piled up at the prewar rate, producers would be marketless, bankrupt. And unemployment would soar.

In May, for the 4th successive mo, savings bond purchases were surpassed by withdrawals. But perhaps the over-all savings story can be better told in percentage terms: In '41 Americans saved 16% of income; in '42, the first war yr, this rose to 25%; in '43, 26.5%; in '44, 28%. Then, as costs crept up, it dropped last yr to 19.5%. In '46, it will fall back to the '41 level, altho the dollar volume, representing a 5 yr 'increase in wages and salaries, will be substantially larger.

Collectively, we are not only spending more of our current cash, but we are dipping into our stock pile (altho the real lading won't begin until durable goods are more generally available). But before we criticize our Average American for lack of thrift, consider that he is being pretty effectively pinched these days. The Bureau of Industrial Service reported at the end of March, '46 that the nation's "real income" was 17¢ on the \$ lower than March, '45. This means, in any realistic analysis, 17 vanished pennies out of every dollar—pennies that Mr Average can't spend or save.

Next wk we'll discuss how and why our people are going back into hock at a rate that threatens to surpass high credit records of '41.

Quote



AUTOMOBILE: Cars of future will have nonmetallic bumpers and fenders, capable of withstanding impact and denting, colored to match or contrast with body hues. Built of low-pressure, molded glass fiber laminates. (*Business Wk*)

FIRE PROTECTION: Home fire alarm system gives warnings of fire in garage, basement, attic before it has gained headway. Automatic sentinels, installed in ceilings, are sensitive temperature thermostats electrically connected with alarm. Normally each completes a circuit at 150° F. (*Grit*)

FOOD—Preparation: Aluminum foil liners for frying pans, to be discarded after one using, were introduced by Pannettes, at the Atlantic City Housewares Show in May. (*Dep't Store Economist*)

GADGETS: Illuminated handbag that lights up when opened may soon be part of feminine wardrobe. (*Capper's Wkly*)

INVENTIONS: Farmers Mkt, in Los Angeles, was featuring last wk a transparent windbreak. Unroll the plastic material, poke uprights into the sand—and there you are! Protects sunbathers from sea breezes—"but you can see Catalina thru it on a clear day."

PEST CONTROL: Latest insect exterminator lures moth with regular light bulb, dusts him with DDT. Device uses wire screen coated with DDT crystals surrounding the light and can be used on porches or indoors with electric connection. (*DDT Lite, Inc, Los Angeles*)

SERVICES: United Airlines has put in service 2 experimental planes reserved for mothers and children. Service features: baby foods, playthings, disposable diapers. Daily flights between Los Angeles, San Francisco. (*Sales Mgt*)

PHILOSOPHY—18

Old Rastus settled himself in his chair and addressed his wife: "Yes, suh, dat boss done cut wages half in two again. Some of de boys is kickin' mighty pow'ful 'bout it. But I ain't goin' to kick none. Way I figgers it—half of sumpin' is better'n all of nuffin."—*Sante Fe Magazine*.

PRAYER—19

The right relation between prayer and conduct is not that conduct is supremely important and prayer may help it, but that prayer is supremely important and conduct tests it.—Archbishop WM TEMPLE, quoted in *The Pastor*.

RESOURCEFULNESS—Lack—20

"Arizona Joe," the animal hunter and trainer, was telling an after-dinner story: "Old Bill had charge of the animal tent, and among his pets was a leopard. One day I went away to arrange some business. While I was having dinner a telegram was handed me. It read: 'The leopard has escaped. Prowling about town. What shall I do?'—Bill."

"Bill was one of those fellows who had to have explicit directions to do anything even in an emergency. He was always afraid of making a mistake."

"Shoot him on the spot," I wired. I forgot all about the affair until 2 hrs later, when I ret'd to the hotel and another telegram was handed me. It proved to be from careful, conscientious Bill, who asked: 'Which spot?'—*Christian Observer*.

SAFETY—Safe Driving—21

We never could understand why children are too young to work under 18, but are old enough to drive a \$1,500 car 70 mi's an hr.—*Banking*.

SELF—Interest—22

The other patients got thru the game of lotto without effort or enthusiasm. They played it as if it was a chore to be got out of the way. When a lady filled a row she announced it and she took her prize, a candy bar, and divided it among the other players at her table. The hostesses were upset about this dividing and would try to explain that when you won you were entitled to keep the prize for yourself. The sick ladies looked at the well ladies and did not understand; they had quite forgotten the ways of the world.—MARY JANE WARD, *The Snake Pit*. (Random)

SERVICE—to Others—23

A priest had a striking dream. He dreamed he had ascended the ladder from earth to heaven. Expectantly he knocked upon the door. Some one responded and demanded, "Who is there?" Proudly the priest called his name. "Who is with you?" came the reply. "No one," answered the priest; "I am alone." "Sorry," said the angel, "but we are instructed never to open these gates for a single individual." And crestfallen and disappointed he descended to earth.—*Sunday School Times*.

Life**Life**

To me is like a tiny boy
Walking on the curbstone 'round
the block.
But now and then
His foot slips off the curb—
Much as we slip off our straight
and narrow
With a sin.
—NAOMI I MORRIS, *The Working Boy*. 24

SPEECH—Speaking—25

Oratory, emitted from the lungs, with cathedral chimes and Waterbury movement, was never more interesting than it is right now. I urge all of you to hear as much of it as you can—and remember as little as possible.—Rep HOMER A RAMEY, of Ohio.

VALUE—26

A dollar won't do as much as it once did. But we won't do as much for a dollar as we once did either.—BEN SALLOW, *Alliance (Neb) Times-Herald*.

VIEWPOINT—27

An Englishman lived in Paris for 20 yrs without learning a word of French—he "wasn't going to encourage them in speaking their silly language."—RUTH TAYLOR, of the Stelzle Foundation, N Y.

VOCABULARY—28

A pianist may have the most beautiful music in his mind, but if he had only 5 keys on his piano, he could never express more than a fraction of these tunes. Your words are your keys of thought, and the more words you can command, the deeper, clearer and more accurate will be your thinking.—E E RANDOLPH, *Toastmaster*.

"We are going to live better"

Probably you have some definite ideas about CHESTER BOWLES. Mr BOWLES certainly has some definite ideas about you, and your future. He presents them clearly, and with considerable persuasiveness in his new book, *Tomorrow Without Fear*, (Simon & Schuster, \$1 paper; \$2.50 boards). Our excerpt is from a chapter of the same title, in which the author points to our almost-limitless capacity to produce, and holds that this is the key to future economic welfare for all of our people. Mr BOWLES, of course, has the New Dealer's zeal for lifting the living standards of our lower social strata, but he does not share the cynicism of many New Dealers as to the future of our enterprise system. He sees gov't investment playing a continuing role in our future program. But the question left in many minds—and the chief point upon which antagonists will pounce—is whether this deficit financing can be controlled; whether in the end it shall not wrest the initiative from our cowed capital.

Certainly, there are hardy souls amongst us who will be unmoved by the BOWLES prospectus. They find a fearless future without savor. For it is fear—fear of the consequences of inaction—that has helped bring America her present economic supremacy.

It's only to be expected, as we grow from a \$200-billion to a \$300-billion and on to a \$400-billion country, that it is going to take more money than it does today to do the work of gov't. There are a lot of things we want gov't to do for us that it isn't doing now. . .

Of course no sensible person wants to have gov't spend a single dollar on public works that we don't actually need. Egyptians built pyramids, into which went millions of man-hrs, simply to enable workers to make a living during the flood season of the Nile. The pyramids were just as useless then as they are now.

We don't want *made* work, we don't want modern pyramids, we don't want boom-dogging on any scale. When this country has built all the dams, highways, housing projects, all the schools, hospitals, recreational centers, nat'l parks, concert halls, and museums that we really want, the time will have come to look in other directions for the spending we will need to maintain total purchasing power. . .

Unless we fail to use our collective abilities and intelligence in grappling with the problems before us, we should be able to do for ourselves individually many of the things gov't would have to do for us. That is why I see no reason for gov't to spend money on unnecessary projects just to keep total spending up to the level that is necessary to buy all we are producing. If it is bigger and still bigger mkts we need, and if business spending has reached its profitable limit and if gov't spending is about to reach the foolish stage, why not see to it that we 140 million consumers get enough money to do

our own spending—enough money in itself to keep our economy in balance and hitting on all cylinders?

Now, this is what I have been bldg up to: the increase of consumer spending to which we must look for a basic, lasting solution in our economic future. Our standards of living must rise to match the increase in our productive capacity. . .

As Sec'y of the Treasury Vinson has phrased it, we are faced with the "pleasant predicament" of having to learn to live 50% better than we did in '40. Over the next 20 yrs we face the greater and even more pleasant predicament of having to learn to live 100% better even than that!

Are you skeptical? You shouldn't be. There are tens of millions among us who would have no trouble at all in doubling and redoubling and again redoubling the standards of living to which they have been held down. Let us remember that in '40 there were about 39 million people who lived on annual family incomes of \$900 and less. Even today the situation is none too good. The number of people living on family incomes below \$1000 is still 16 million.

Anyway, difficult or easy, there's our problem. Our productive capacity is going to grow yr by yr. Four hundred billion dollars' worth of goods and services by the late 60's, with an average income of around \$5000 a yr for every person who works for a living, is wholly possible, even probable. If we can't grow up to it, grow up with it, learn to use it, the very achievements of our science and technology will be our undoing. And what could be more ridiculous!



**An Expression of
The American Mind**

THOMAS JEFFERSON

It is doubly appropriate to present, this wk, the excerpt below: First, because of the approach of our Independence Day; second, because that date marks the 120th anniversary of the death of the great patriot, of whom JAS PARTON has written: "A gentleman. . . who could calculate an eclipse, survey an estate, tie an artery, plan an edifice, try a cause, break a horse, dance a minuet, and play the violin."

This was the object of the Declaration of Independence. Not to find out new principles or new arguments never before thought of, not merely to say things which had never been said before; but to place before mankind the common sense of the subject, in terms so plain and firm as to command their assent, and to justify ourselves in the independent stand we are compelled to take.

Neither aiming at originality of principle or sentiment, nor yet copied from any particular and previous writing, it was intended to be an expression of the American mind. . . All its authority rests then on the harmonizing sentiments of the day, whether expressed in conversation, in letters, printed essays, or in the elementary books of public right. . .

(Timothy) Pickering's observations and Mr (John) Adams' in addition, "that it contained no new ideas, that it is a commonplace compilation, its sentiments hackneyed in Congress for two yrs before" . . . may be true. . . I know only that I turned to neither book nor pamphlet while writing it. I did not consider it as any part of my charge to invent new ideas altogether and to offer no sentiment which had ever been expressed before.

Quote

While the diagnosis of the patient, who had eaten rather generously, was proceeding, the sick man said: "Doctor, do you think the trouble is in the appendix?"

"Oh, no," said the doctor, "not at all. The trouble is with your table of contents."—*Canadian Doctor*.

" "

A Des Moines home owner, wearing his oldest clothes, was mowing his lawn when a woman in a ritzy car stopped and asked him: "What do you get for mowing lawns?"

"The lady who lives here lets me live with her," replied the home owner and the lady in the car, without comment, drove away.—*Gordon GAMMACK, Des Moines Register*.

" "

A little 4-yr-old girl was watching her big sister playing the piano for her mother's visitor. After a while she turned to the visitor and said, "I can play, too, only I can't use the brakes."—*Cumberland Presbyterian*.

" "

Lady called a local dep't store and ordered a couple of bathing suits for her daughter to wear at camp this summer. When they arrived, she was understandably disturbed to find that they had tags attached to them reading, "Dry clean. Do not wash."—*New Yorker*.



WISECRACKS OF THE WEEK

ORATOR: Man who dilutes a 2-minute idea with 2-hr vocabulary.—*Journeyman Barber*.

" "

MISER: A dough nut.—*Future*.

" "

PESSIMIST: Person that builds dungeons in the air.—*Kearns Review*.

" "

PROPAGANDA: Baloney so artfully disguised that it passes as food for thought.—*Cincinnati Enquirer*.

GOOD STORIES YOU CAN USE

I LAUGHED AT THIS ONE

HELEN FORREST
Singer

An elderly and somewhat innocent couple was vacationing aboard one of the big luxury liners. The wife, who took a lively interest in fellow passengers, remarked to her husband, "Did you notice the huge appetite of the man opposite us at dinner?"

"Yes," replied her husband drily, "he must be what they call a stowaway."

A prosperous broker treated one of his customers to an automobile ride along the shore of Long Island Sound.

"See that yacht over there?" he pointed. "That belongs to J P Morgan. The one next to it belongs to Jules Bache." A little later he pointed out the yachts of other famous brokers: Mr Hutlow, Mr Hornblower, Mr Flagg, and a doz more.

The frown on the client's face grew deeper and deeper. Finally he asked timidly, "Say, where are some of the customers' yachts?"—*Power-jax*.

"I hear your son is to be a dentist," remarked Jones. "I always thought he wanted to be an ear specialist."

"Yes, I know he did," replied his father, "but I reminded him that a man has thirty-two teeth and only two ears."—*Best's Insurance News*.

" "

It was quite an important preview of a new film, adapted from a novel by a very popular writer. Afterward he was asked what he thought of it.

"Excellent," he replied. "Who wrote the story?"

"You did," was the answer. "We got it from your book."

"I wouldn't have known it," said the author. "But it would make an excellent novel. Mind if I use it?"

"Of course not, so long as you give us an option on the film rights."—*Tidens Tegn*. (Norway)

" "

The visitor was trying to make friends with the young son of the house as he waited for the older sister to finish dressing. "I think I have met all of your family except your Uncle Henry," he said. "How does he look—I mean which side of the house does he look like?" The little boy considered. "I guess," he said finally, "the side with the bay window."—*Volta Review*.

